USING QR CODES
In product related materials

Medicines Australia
Better health through research & innovation

KEY PRINCIPLES

- QR Codes can be used in product related materials to provide access to the approved Product Information
- QR Code must link directy to the Product Information -- not to a search engine
- Companies must ensure that all materials are balanced, provide relevant safety information, and are scientifically valid when viewed by the reader: DO NOT rely solely on the PI or mPI to provide that balance

QR Codes make it easy to access relevant product information, especially in small items where space is limited.

MANDATORY REQUIREMENTS FOR PRODUCT-RELATED MATERIALS

WITH PROMOTIONAL CLAIMS
(Edition 19, Section 2.1)

- Brand name of the Product + the AAN
- The mPI, OR a link to the PI
- Information about the reimbursement status of the product
- Supplier's name and contact
- Date material was prepared or revised.

WITHOUT PROMOTIONAL CLAIMS
(Edition 19, Section 2.3)

- The mPI, OR a link to the PI
- Information about the reimbursement status of the product
- Supplier's name and contact
- Date material was prepared or revised.

WHAT ARE QR CODES?

QR Codes are small barcodes that are readable by a mobile phone or tablet camera that contains information. When scanned, they generally direct users to a web page, application, or other information repository.

Thanks to their prominent use in contact tracing, QR Codes are very much part every day lives. Australians understand how to interact with them, and their use.

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APPROPRIATE USE OF QR CODES

Edition 19 of the Code of Conduct requires that companies provide current, accurate, balanced, and scientifically valid information on products to support their appropriate use. This is achieved in promotional materials that include not only promotional claims that are supported by robust evidence, but also through the inclusion of safey and precautionary information.

The Code requires that materials include the standard minimum product information or a link to the full approved product information. Using a QR Code to link out to the full product information would satisfy the Code.

CAN A QR CODE REPLACE THE mPI?

In certain circumstances, it may be appropriate to omit the mPI and include a QR Code directly to the PI. This is only when the promotional item satisfies Overarching Principle 3, where it is balanced and contains sufficient safety and efficacy information that it renders the mPI unnecessary. Do not rely on readers accessing the information contained in the QR Code to provide that balance and context.

EXAMPLE

The QR Code should be accompanied with text that draws the reader's attention to its use. This example is for context only, and can be adapted to meet specific material needs.

> **PBS Information:** This product is listed on the PBS. Refer to the Schedule for information
>
> Please review full Product Information before prescribing, available from MyPharmaCo Australia Pty Ltd.
> Phone: 1800 000 000 or at www.mypharmaco.com.au/product.PI
>
> **SCAN QR CODE**
> to see full [product name]
> Product Information

ABBREVIATIONS

- AAN: Australian Approved Name.
- mPI: Minimum Product Information
- PI: Product Information
- QR Code: Quick Response Code

IF IN DOUBT, REACH OUT

- Download Edition 19 of the Code of Conduct from our website

- SCAN THE QR CODE to send an email to the Code Help Desk